

Age 18-24
Quit Line Data Summary
October 1 - December 31, 2002

	18 - 24	State
Number of Calls to Quit Line	N = 427	N = 3,753
Percent of Statewide Calls	14.4%	100.0%
Percent of State Population in County¹	9.5%	100.0%
	18 - 24 %	State %
Gender	N = 421	N = 3,291
Female	62.5%	61.0%
Male	37.5%	39.0%
Race/Ethnicity	N = 395	N = 2,816
People of Color	14.7%	13.9%
White	85.3%	86.1%
Age	N = 427	N = 2,956
18 - 24 years old	100.0%	14.4%
Education	N = 413	N = 2,860
Did not graduate high school	31.0%	18.4%
High school graduate	42.1%	33.3%
Some college/vocational school	20.6%	34.9%
College graduate	6.3%	13.5%
Caller Type	N = 423	N = 3,367
General Information	2.6%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	97.4%	85.9%
Payer Type	N = 276	N = 2,129
Insured	31.9%	41.5%
Uninsured	33.7%	24.9%
Medicaid	34.4%	33.5%
Heard About	N = 380	N = 2,888
Past caller	11.8%	18.5%
Employer/worksites	1.3%	0.8%
Health care provider	17.6%	21.8%
Television	24.2%	18.4%
Outdoor advertisement (billboard/bus/wall)	12.1%	7.2%
Targeted mailing	0.3%	0.9%
Great Start	0.3%	0.1%
Radio	1.8%	2.2%
Newspaper/Magazine	1.8%	2.2%
Brochure/Newsletter	6.6%	6.2%
Family or friend	15.8%	17.9%
Health Department	5.3%	2.9%
School	1.1%	0.9%